

Crisis Management Plan Proposal: AI-Generated NPC Likeness Controversy



Jonathan Doberenz



BUSN656 – Artificial Intelligence and Crisis Management



Dr. Tracy D. Fisher



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INTRODUCTION

Why proactive planning matters in an AI-driven likeness crisis.



PURPOSE

Present a CMP for an AI-driven likeness crisis



FOCUS

Legal, ethical, reputational risk



GOAL

Strengthen preparedness and AI governance

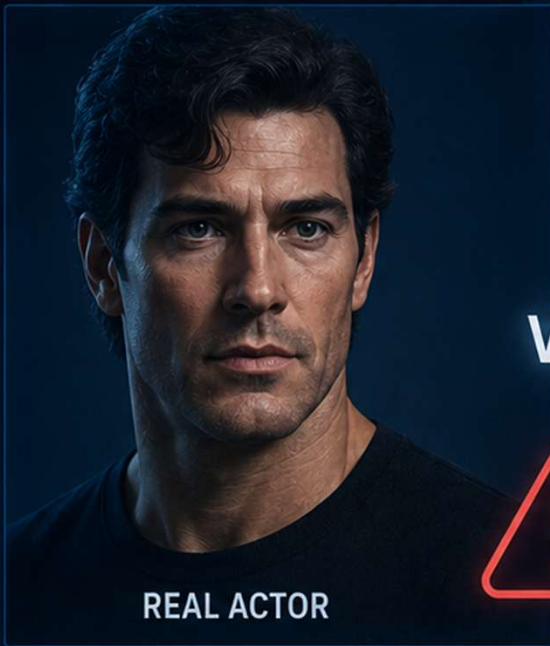


- ✓ POLICIES
- ✓ PROCESSES
- ✓ TRAINING
- ✓ OVERSIGHT



AI-generated likeness issues are rising. **Proactive planning improves detection, response, and trust.**





REAL ACTOR

VS.



AI-GENERATED NPC



AI-GENERATED NPC RESEMBLES REAL ACTOR

Uncanny similarity causes
likeness contamination.



VIRAL BACKLASH AND MISINFORMATION

Social media outrage spreads
rapidly, amplifying the issue.



LEGAL INQUIRIES AND REPUTATIONAL DAMAGE

Copyright, right of publicity,
and brand trust are at stake.



NEED FOR COORDINATED CRISIS RESPONSE

Cross-functional alignment
is critical to mitigate impact.



AI LIKENESS CRISIS TIMELINE



NARRATIVE SNAPSHOT



1 Player comparison videos go viral

2 Influencers amplify accusations

3 Actor's agent demands explanation

4 AI dashboards show sentiment spike

5 Regulatory concerns emerge

EARLY COMMUNICATION CAN CONTAIN THE CRISIS.

ROLES & RESPONSIBILITIES

Cross-functional coordination supports balanced crisis response.



1. Incident Commander

- Leadership & coordination
- Situation assessment
- Decision-making
- Resource allocation



2. AI Systems Analyst

- AI behavior monitoring
- Model analysis & forensics
- Bias & likeness detection
- Risk & impact assessment



3. Communications Officer

- Public messaging
- Media response
- Stakeholder updates
- Reputation management

AI LIKENESS CRISIS ACTIVE RESPONSE



4. Legal/Compliance Officer

- Regulatory review
- Contract & IP assessment
- Compliance oversight
- Legal risk mitigation



5. HR/Employee Liaison

- Internal communication
- Employee concerns
- Support & guidance
- Culture & trust focus



6. IT/Development Lead

- Technical response lead
- System fixes & patches
- Platform control
- Monitoring & recovery



ONE TEAM. ONE PLAN. ONE RESPONSE.
Coordinated today. Resilient tomorrow.



ROLE-SPECIFIC TASKS



1. IC

- Strategy
- Approvals
- Coordination



2. AI Analyst

- Data audit
- Threat intel



3. Comms

- Messaging
- Media
- Influencers



AI LIKENESS CRISIS

LIVE SITUATIONAL OVERVIEW

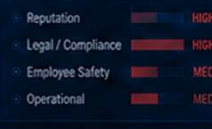
THREAT LANDSCAPE



INCIDENT STATUS



IMPACT AREAS



RISK TREND



RESPONSE HEALTH



ETHICAL AI CRISIS RESPONSE

Coordinated. Ethical.
Effective.



4. Legal

- Copyright
- Likeness
- Regulatory



5. HR

- Employee safety
- Internal comms



6. IT

- Patch NPC
- Review AI pipelines



TRANSPARENCY

Open, clear and honest.



ACCOUNTABILITY

Own actions. Drive outcomes.



FAIRNESS

Unbiased. Inclusive. Just.



SAFETY

Protect people. Reduce harm.

INCORPORATING AI



1. AI-generated crisis simulations

- Simulated incident scenarios
- Branching response models
- Training & readiness drills



2. Virtual assistants for communication triage

- Sort & prioritize incoming messages
- Classify inquiries & media questions
- Route to the right experts fast



AI-DRIVEN CRISIS COMMAND

DETECT • ANALYZE • DECIDE • ACT • RECOVER

GLOBAL SITUATION OVERVIEW



INCIDENT STATUS



ACTIVE ALERTS

- AI Risk Detected **HIGH**
- Media Escalation **HIGH**
- Public Concern **MED**
- Operational Impact **LOW**

TREND SUMMARY



RESPONSE HEALTH



DECISION RECOMMENDATIONS

- Prioritize stakeholder response
- Address misinformation spike
- Increase monitoring in key regions



3. AI analytics for sentiment & misinformation

- Real-time sentiment analysis
- Misinformation detection
- Social listening & trend tracking

SENTIMENT OVER TIME



MISINFORMATION DETECTED



TOP TOPICS

- Product Safety ↑
- Service Outage ↑
- Leadership Change —

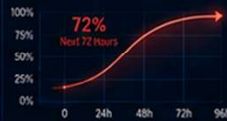
SOURCE BREAKDOWN



4. Predictive modeling for escalation

- Escalation probability forecasts
- Risk heat maps
- Early-warning alerts

ESCALATION PROBABILITY



RISK HEAT MAP



EARLY WARNING: Escalation risk increasing in 3 regions

AI ENHANCES DETECTION, DECISION-MAKING, AND RECOVERY.



SPEED

Faster detection & response.



ACCURACY

Data-driven insights.



ALIGNMENT

Coordinated actions.



RESILIENCE

Stronger recovery outcomes.

WHAT IF SCENARIOS

Exploring alternative futures. Preparing decisive responses.

-  **1 Additional NPCs show likeness issues**
-  **2 AI detection failure**
-  **3 Internal document leaks**
-  **4 AI-generated misinformation spreads**
-  **5 Actor files lawsuit**

1 ADDITIONAL NPCs SHOW LIKENESS ISSUES



CONSEQUENCES

- Wider public scrutiny
- More reputational exposure
- Platform & partner concern

RESPONSE THINKING

- ✓ Expand review scope
- ✓ Prioritize high-risk NPCs
- ✓ Proactive disclosures

3 INTERNAL DOCUMENT LEAKS

LEAKED DOCUMENT PREVIEW



CONSEQUENCES

- Loss of sensitive IP
- Public backlash
- Investor & partner risk

RESPONSE THINKING

- ✓ Contain & takedown
- ✓ Investigate source
- ✓ Reinforce access controls

2 AI DETECTION FAILURE

DETECTION DASHBOARD



MISSED CASES OVER TIME



CONSEQUENCES

- Undetected misuse
- Trust & credibility loss
- Regulatory exposure

RESPONSE THINKING

- ② Fallback to human review
- ⑧ Tighten detection thresholds
- ⑨ Deploy additional models

4 AI-GENERATED MISINFORMATION SPREADS

FAKE POSTS TREND



TOP NARRATIVES

- #TheyStoleHisLikeness **HOT**
- #AICelebration **HOT**
- #BoycottTheBrand **HOT**

CONSEQUENCES

- Narrative spirals
- Brand erosion
- Revenue impact

RESPONSE THINKING

- ⑧ Rapid fact response
- ⑨ Influencer amplification
- ⑨ Platform escalation

5 ACTOR FILES LAWSUIT



CONSEQUENCES

- Legal costs & distraction
- Injunctions & delays
- Damages & settlements

RESPONSE THINKING

- ⑩ Engage legal counsel
- ⑩ Preserve & review evidence
- ⑩ Explore early resolution



RISK-MITIGATION FRAMEWORK

-  **IDENTIFY**
Key risks & weak spots
-  **ASSESS**
Impact & probability
-  **PRIORITIZE**
Focus on critical risks
-  **MITIGATE**
Implement controls
-  **MONITOR**
Continuously adapt



PREPAREDNESS

Plan ahead. Stay ready.



CROSS-FUNCTIONAL READINESS

Legal • Comms • HR • Security • Product



DECISION SUPPORT

AI-driven insights for faster, smarter decisions



**NO SINGLE OUTCOME IS CERTAIN.
READINESS DETERMINES RESILIENCE.**

DEBRIEF & AFTER-ACTION



1. WHAT WORKED

- Rapid detection
- Coordination

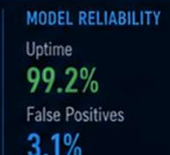


2. WHAT FAILED

- Weak AI governance



5. AI PERFORMANCE REVIEW



- RECOMMENDATIONS**
- ✓ Strengthen governance
 - ✓ Improve bias testing
 - ✓ Increase transparency
 - ✓ Enhance data quality
 - ✓ Continuous monitoring

AFTER-ACTION REVIEW

Review. Learn. Improve.

AI LIKENESS CRISIS DEBRIEF DASHBOARD



3. ETHICAL DILEMMAS

- Consent
- Bias
- Transparency



CONSENT

Clear permission was missing



BIAS

Model outputs showed bias risk



TRANSPARENCY

Insufficient disclosure to the public



4. COMMUNICATION GAPS

- Influencer engagement



CONTINUOUS IMPROVEMENT THROUGH ETHICAL CRISIS MANAGEMENT



Learn from every event
Turn insights into action.



Strengthen people & process
Build capability and readiness.



Advance responsible AI
Develop fair, safe, and accountable systems.



Build trust
Communicate openly and act ethically.

EVALUATION & FEEDBACK

MEASURING IMPACT. STRENGTHENING RESILIENCE. BUILDING TRUST.



RESPONSE TIME

How quickly we detected and responded



DECISION QUALITY

Effectiveness and accuracy of decisions made



ETHICAL COMPLIANCE

Adherence to ethical principles and legal standards



COMMUNICATION CLARITY

Clarity, consistency, and transparency of messaging



AI TOOL EFFECTIVENESS

Performance and reliability of AI systems used



STAKEHOLDER TRUST

Confidence and satisfaction among stakeholders

NEXT STEPS

- ✓ Review insights
- ✓ Update CMP
- ✓ Train & prepare
- ✓ Strengthen AI governance

COLLECT FEEDBACK

Gather input from incidents, tools, and stakeholders

ANALYZE INSIGHTS

Identify patterns, gaps, and root causes

FEEDBACK LOOP

Insights drive improvements to strengthen resilience and future CMP updates

MONITOR & EVALUATE

Measure performance across key metrics

IMPLEMENT IMPROVEMENTS

Apply lessons learned and update strategies



CONTINUOUS IMPROVEMENT =
STRONGER RESILIENCE
BETTER OUTCOMES



CONCLUSION

Preparedness, governance, and AI-enabled response build resilience.

1



AI-GENERATED LIKENESS CRISES REQUIRE PROACTIVE PLANNING

- Anticipate risks before they occur
- Reduce impact through readiness
- Stay ahead of evolving threats

2



CMP STRENGTHENS GOVERNANCE, COMMUNICATION, AND RECOVERY

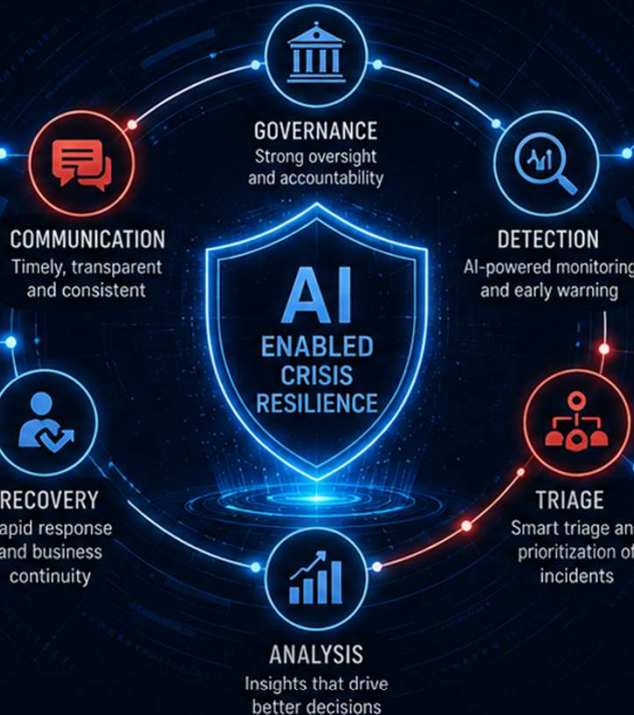
- Clear policies, roles, and oversight
- Transparent, consistent communication
- Faster, coordinated recovery

3



AI ENHANCES DETECTION, TRIAGE, AND ANALYSIS

- Real-time detection and monitoring
- Smarter triage and prioritization
- Data-driven insights for decisions



4. RECOMMENDATION: FUND FULL CMP DEVELOPMENT

- ✓ Build a complete, enterprise-grade CMP
- ✓ Protect reputation, trust, and stakeholders
- ✓ Strengthen resilience and competitive advantage
- ✓ Enable ethical, responsible AI leadership



5. PROPOSED INVESTMENT \$25K-\$40K

One-time investment for full CMP development and implementation readiness.



RECOMMENDATION: APPROVE FULL CMP DEVELOPMENT TO STRENGTHEN ETHICAL AI CRISIS READINESS.



FASTER RESPONSE

Reduce impact and downtime.



STRONGER PROTECTION

Safeguard people, brand, and data.



GREATER TRUST

Build confidence with stakeholders.



FUTURE-READY

Lead with responsible AI.

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AI TOOL DISCLOSURE



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